

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently amended) A consumer product package comprising:

a foldable blank having at least one panel, said foldable blank forming the product package when folded; [[and]]

a transferrable image printed onto said at least one panel, said transferrable image capable of being transferred thermally from said panel to an image carrier; and

a visible image printed onto said at least one panel, said visible image containing a pigment characteristic of a printing ink overlapping with said transferrable image.

2. (Original) The consumer product package of claim 1 wherein said transferrable image includes at least one sublimation dye.

3. (Cancelled)

4. (Currently amended) The consumer product package of claim [[3]] 2 wherein features of said visible image are registered with corresponding features of said transferrable image.

5. (Cancelled)

6. (Currently amended) The consumer product package of claim [[3]] 1 wherein said transferrable image includes a plurality of sublimation dyes each of a different color and said visible image includes a plurality of printing inks each of a different color, ~~each of said plurality of sublimation dyes coordinated spatially with one of said plurality of printing inks.~~

7. (Currently amended) The consumer product package of claim 6 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

8. (Currently amended) The consumer product package of claim 7 wherein said visible image is characterized by at least three printing inks of different color proportionately present so that said transferrable image is gray balanced.

9. (Currently amended) The consumer product package of claim [[2]] 1 wherein said visible image and said transferrable image are applied to said at least one panel with a total thickness ranging from about  $10^{-6}$  lbs/in<sup>2</sup> to about  $10^{-5}$  lbs/in<sup>2</sup> solid coverage.

10. (Currently amended) The consumer product package of claim 2 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

11. (Original) The consumer product package of claim 1 wherein said at least one panel is positioned inside of said foldable blank after said foldable blank is folded to form said product package.

12. (Original) The consumer product package of claim 1 wherein said at least one panel has a visible side and a non-visible side opposite said visible side after said foldable blank is folded to form said product package, said transferrable image being located on said non-visible side.

13. (Currently amended) A promotional item for a consumer product package having a panel, comprising:

a transferrable image printed onto the panel, said transferrable image capable of being transferred thermally from said panel to an image carrier such as a fabric article; and

a visible image printed onto the panel, said visible image containing a pigment characteristic of a printing ink overlapping with said transferrable image.

14. (Original) The promotional item of claim 13 wherein said transferrable image includes at least one sublimation dye.

15. (Currently Amended) The promotional item of claim 14 ~~further comprising a~~ wherein said visible image having includes features registered with corresponding features of the transferrable image.

16. (Cancelled)

17. (Currently amended) The promotional item of claim ~~[[15]]~~ 13 wherein said transferrable image includes a plurality of sublimation dyes each of a different color and said visible image includes a plurality of printing inks each of a different color.

18. (Currently amended) The promotional item of claim 17 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

19. (Currently amended) The promotional item of claim 18 wherein said visible image is characterized by at least three printing inks of different color proportionately present so that said transferrable image is gray balanced.

20. (Currently amended) The promotional item of claim ~~[[15]]~~ 13 wherein said visible image and said transferrable image are applied to ~~said at least one~~ the panel with a total thickness ranging from about  $10^{-6}$  lbs/in<sup>2</sup> to about  $10^{-5}$  lbs/in<sup>2</sup> solid coverage.

21. (Currently amended) The promotional item of claim 13 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

22-27. (Cancelled)

28. (Currently amended) A method of promoting a product or an organization, comprising:

providing printing a transferrable image and a visible image overlapping with the transferrable image on a panel of a consumer product package; and

transferring the transferrable image thermally from the panel of the consumer product package to a substrate.

29. (Original) The method of claim 28 wherein the transferrable image is formed from sublimation dyes, and the transfer of the transferrable image further comprises:

placing the panel carrying the transferrable image in contact with a substrate; and

supplying heat energy to the transferrable image sufficient to sublimate the sublimation dyes to form vapors that transfer the image to the substrate.

30. (Original) The method of claim 29 further comprising:

applying a pressure sufficient to maintain the contact between the transferrable image and the substrate while heat energy is supplied to the transferrable image.

31. (Original) The method of claim 29 wherein the panel is coated, and the supplying of heat energy further comprises:

selecting a temperature at which the coating on the panel becomes tacky so that the panel adheres releasably to the substrate.

32. (Original) The method of claim 31 wherein the panel is formed from a material selected from the group consisting of clay coated newsback, natural kraft, uncoated recycled board, solid bleached sulfate and coated unbleached kraft.

33. (Original) The method of claim 29 wherein the substrate is a fabric article.

34-38. (Cancelled)

39. (New) The method of claim 29 wherein the transferrable image and the visible image are printed simultaneously on the panel.

40. (New) The consumer product package of claim 6 wherein one of said plurality of sublimation dyes is black.

41. (New) The consumer product package of claim 6 wherein each of said plurality of sublimation dyes coordinated spatially with one of said plurality of printing inks.
42. (New) The consumer product package of claim 4 wherein said printing ink and said at least one sublimation dye are blended into a composition and printed simultaneously onto said at least one panel.
43. (New) The promotional item of claim 17 wherein one of said plurality of sublimation dyes is black.
44. (New) The promotional item of claim 17 wherein each of said plurality of sublimation dyes coordinated spatially with one of said plurality of printing inks.
45. (New) The promotional item of claim 15 wherein said printing ink and said at least one sublimation dye are blended into a composition and printed simultaneously onto the panel.